



# MISSOURI DIVISION OF TOURISM

November Missouri Travel Barometer  
(Data available as of 12/08/2023)

## Calendar Year-to-Date

### Tourism-Related Sales Revenue by Year

Calendar Year



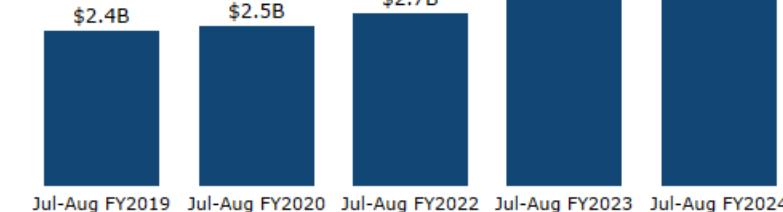
Jan-Aug 2023  
Tourism-Related Sales  
Revenue  
**\$11.8B**

▲ 23.9% vs. 2019

## Fiscal Year-to-Date

### Tourism-Related Sales Revenue by Year

Fiscal Year

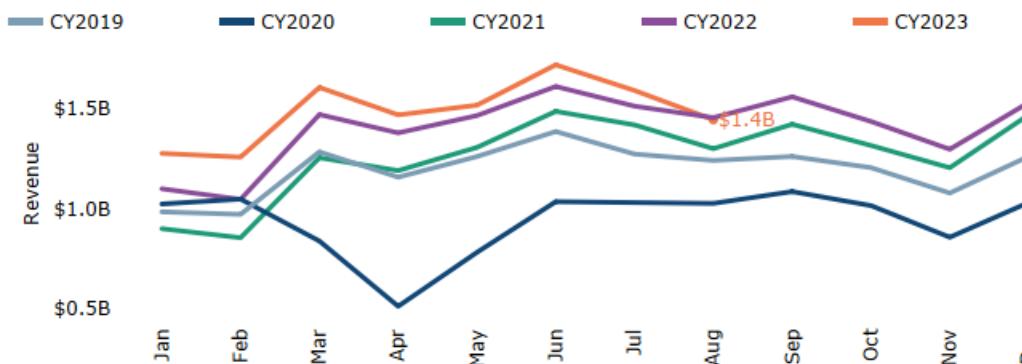


Jul-Aug FY2024  
Tourism-Related Sales  
Revenue  
**\$3.0B**

▲ 20.4% vs. FYTD2020

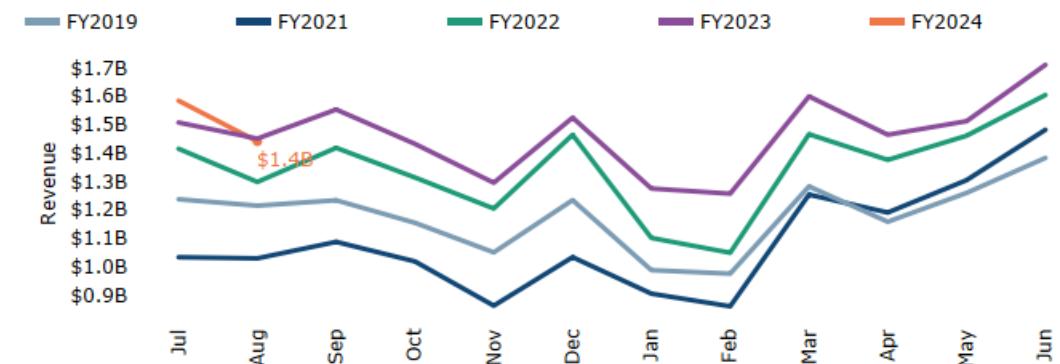
### Tourism-Related Sales Revenue by Month

Calendar Year



### Tourism-Related Sales Revenue by Month

Fiscal Year



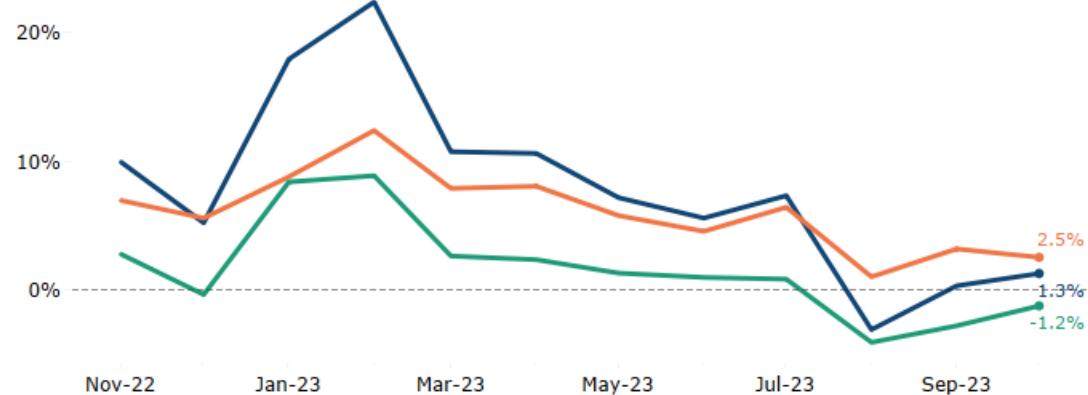
Note: NAICS codes fluctuate by month and by season even in a normal year  
STLY = Same Time Last Year

Hotel Performance						
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Oct 2023	<b>60.2%</b>	<b>\$124</b>	<b>\$74</b>	<b>3.4M</b>	<b>2.0M</b>	<b>\$250.6M</b>
Change vs. Previous Year	▼ 1.2%	▲ 2.5%	▲ 1.3%	▲ 0.1%	▼ 1.1%	▲ 1.4%
Year-to-Date	<b>57.9%</b>	<b>\$120</b>	<b>\$69</b>	<b>32.8M</b>	<b>19.0M</b>	<b>\$2.3B</b>
Change vs. Previous Year	▲ 1.2%	▲ 5.4%	▲ 6.7%	▼ 0.4%	▲ 0.8%	▲ 6.3%

### STR Monthly Lodging Trends

% Change from Previous Year

Occupancy % Change      ADR % Change      RevPAR % Change

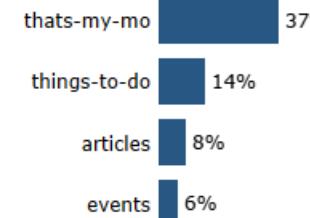


Source: STR  
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## Calendar Year-to-Date



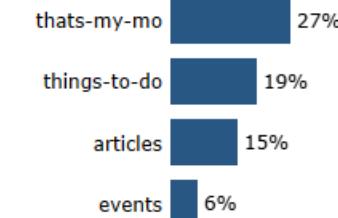
## Top Content



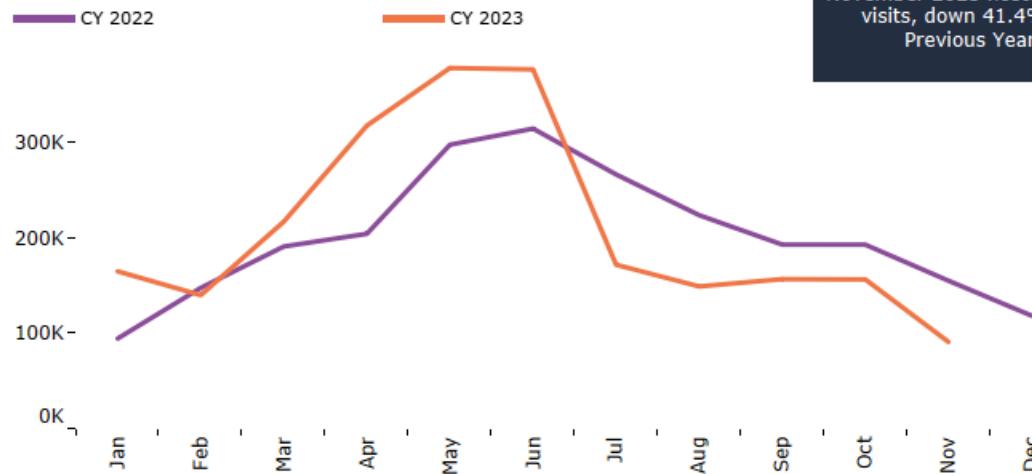
## Fiscal Year-to-Date



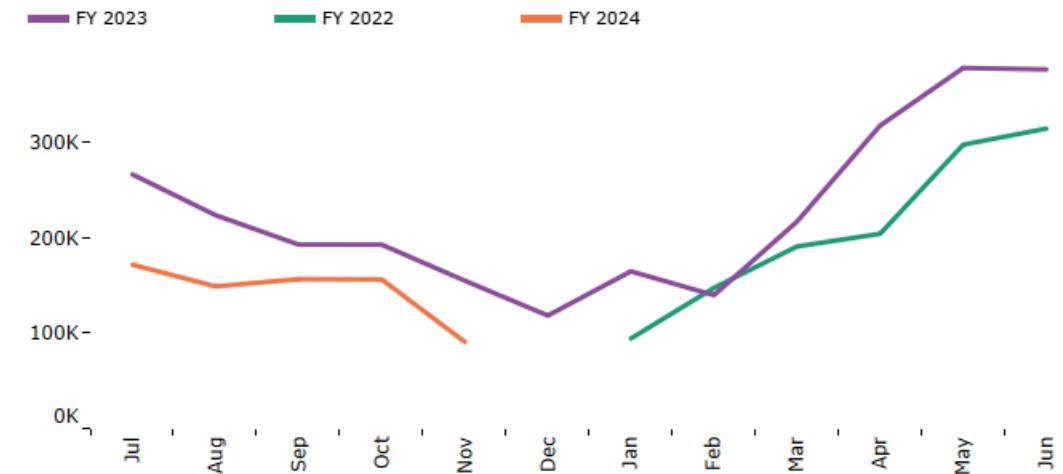
## Top Content



## Calendar Year Visits to VisitMO.com by Month

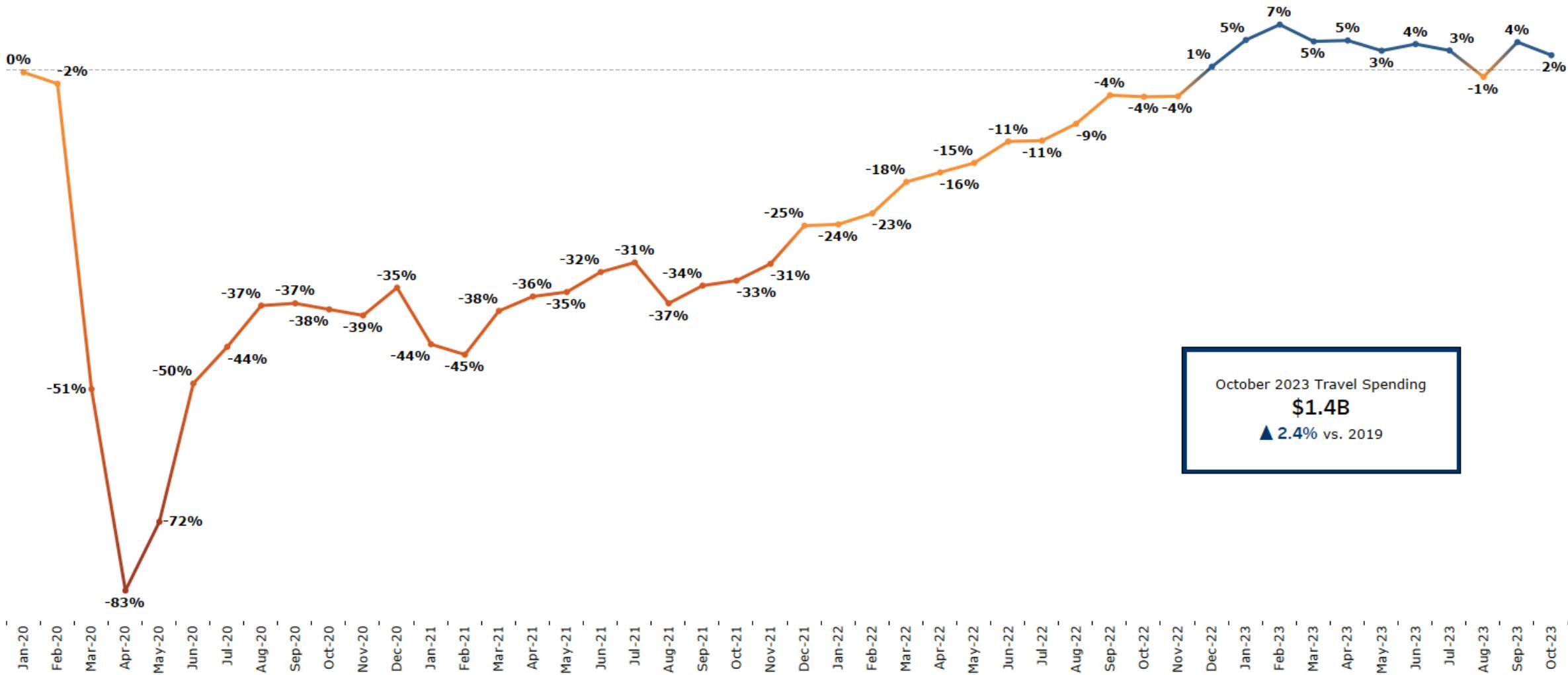


## Fiscal Year Visits to VisitMO.com by Month



## Travel Spending in Missouri

% Change from the same month in 2019



## Travel Guide Fulfillment

Nov 2023  
**4.8K**  
▲ 362.8% vs. STLY

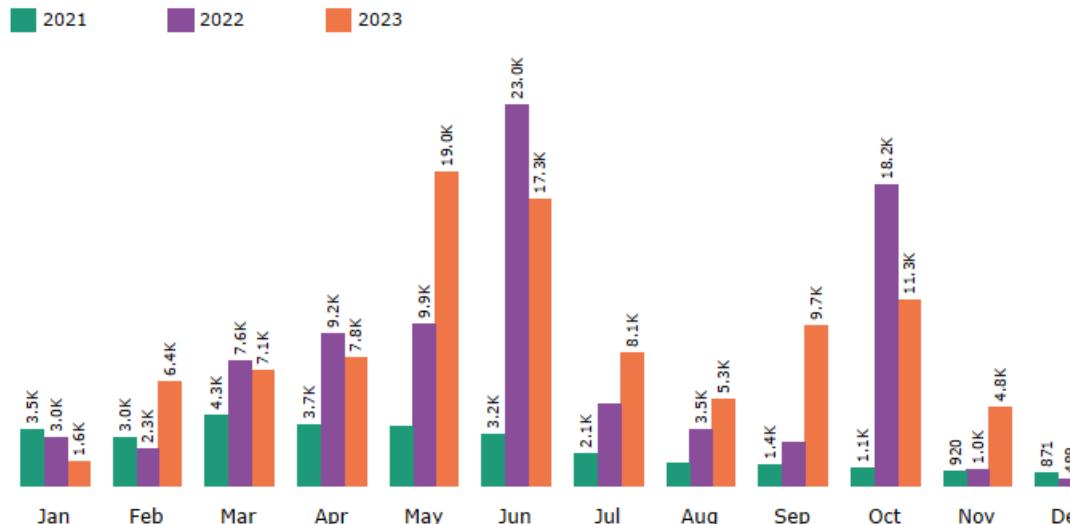
Jan-Nov 2023  
**98.3K**  
▲ 15.3% vs. STLY

## Welcome Center Visits

Nov 2023  
**29.7K**  
▲ 9.1% vs. STLY

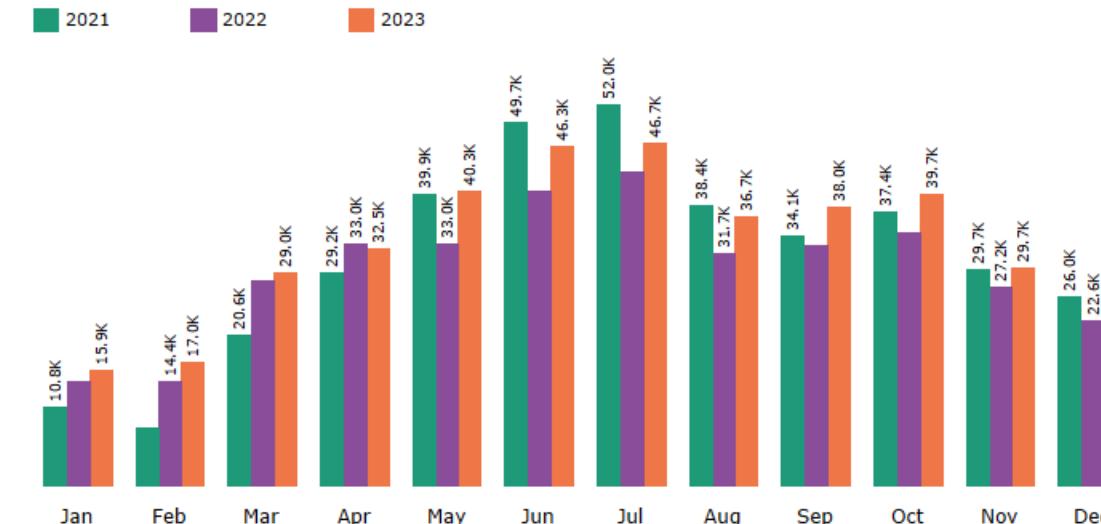
Jan-Nov 2023  
**371.9K**  
▲ 11.9% vs. STLY

## Fulfillment of Travel Guide Orders from All Sources by Month



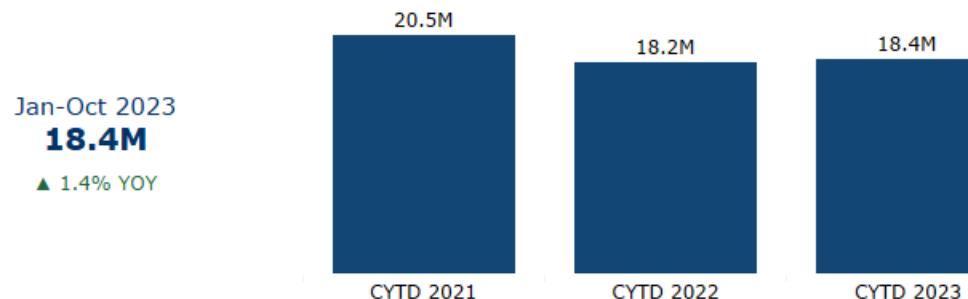
Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

## Welcome Center Visits by Month

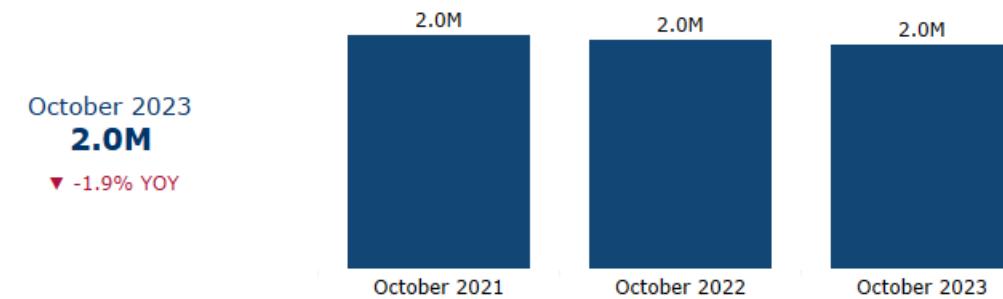


Note: The Welcome Centers were closed March 18th-May 31st due to social distancing orders. The centers started closing on weekends on 8/16/2020 (the centers were not open on weekends in 2019 from Jan.-Mar.). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis Centers closed at the end of October. In November 2020, the centers switched to being open only Thursday - Monday. On 2/16/2021 the centers switch to being open only Tuesday - Saturday. On 4/11/2021 the centers resumed being open on Sundays with Mondays the only closed days. On 5/10/2021 the centers started opening 7 days a week.

## Calendar Year-to-Date Visitation

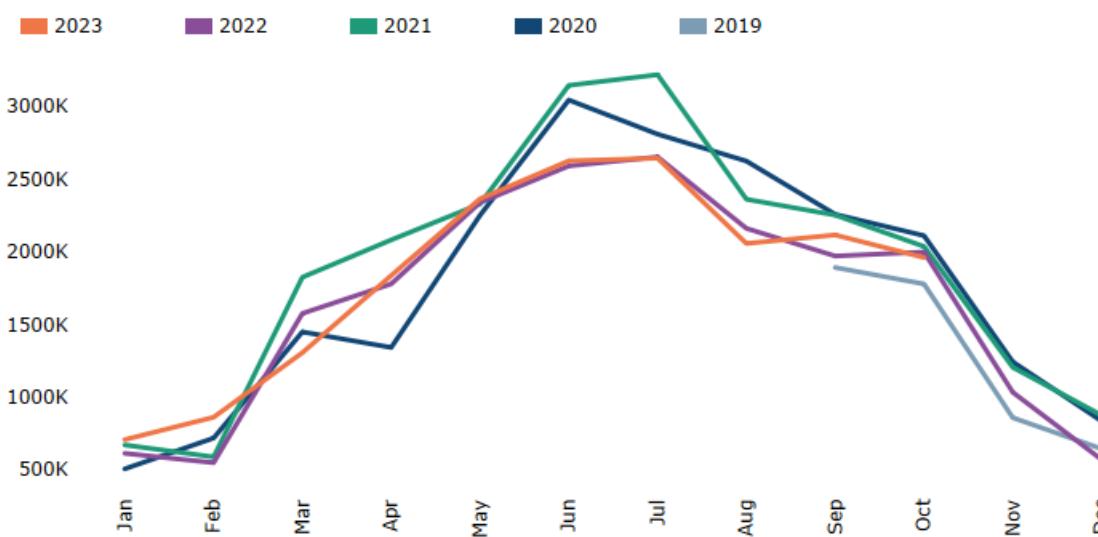


## Monthly Visitation

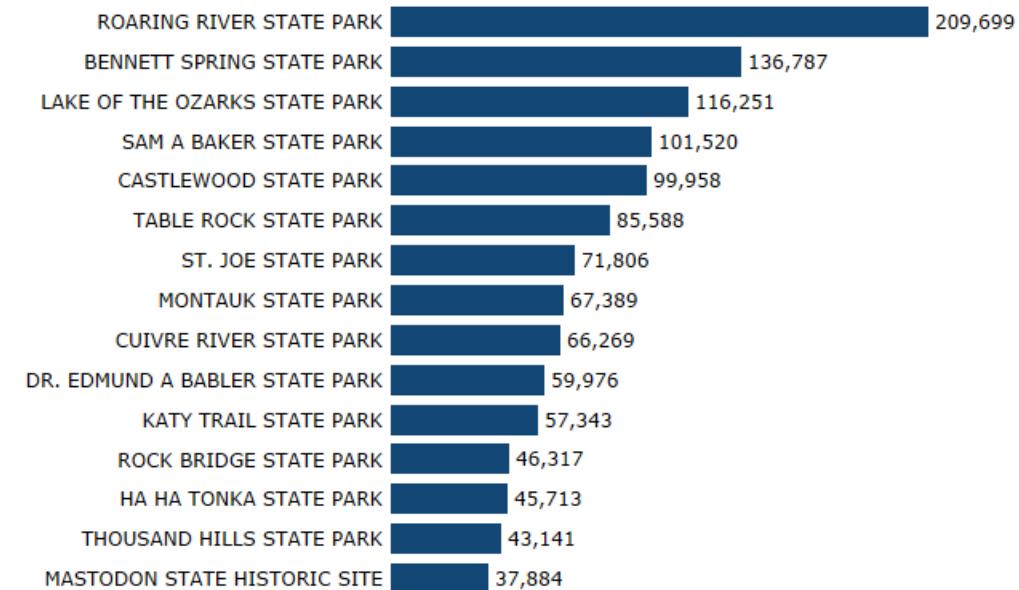


## State Parks Visitors by Month

All Missouri State Parks



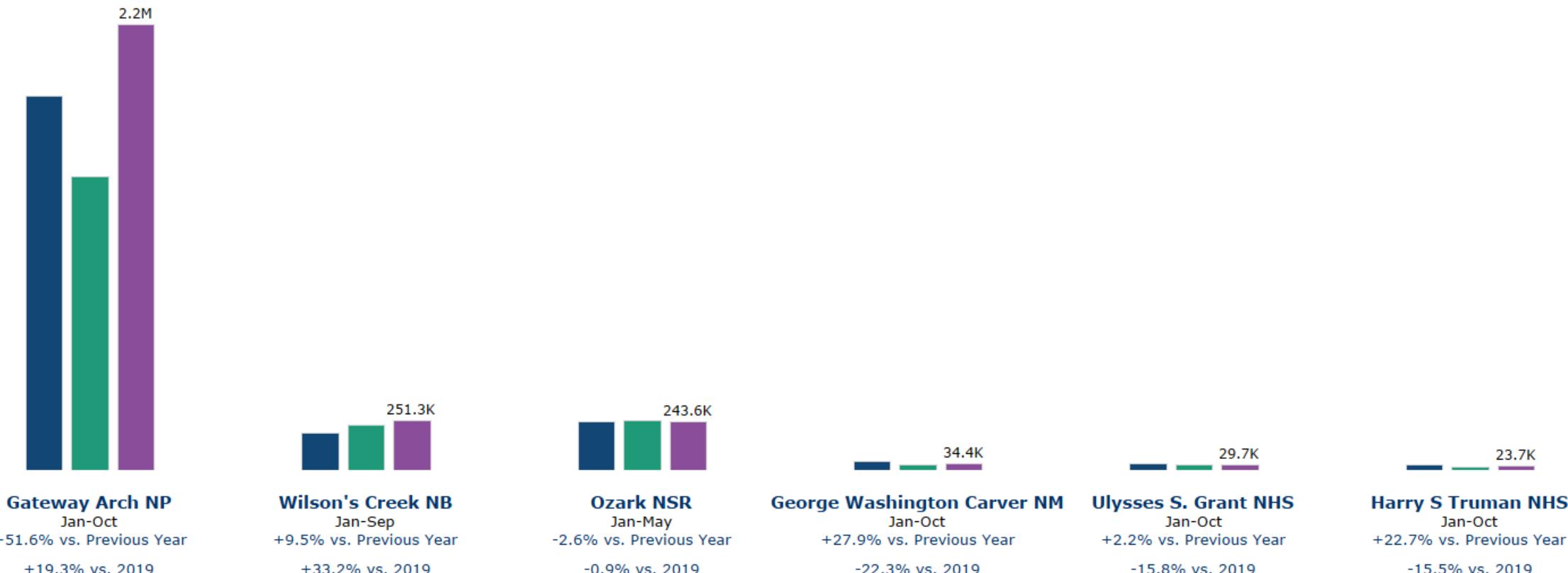
## Most Visited Missouri State Parks in October 2023





## Attendance by Park

2019    2022    2023



Note: The visitor centers at the Wilson's Creek NB, the George Washington Carver NM and the Harry S Truman NHS closed in mid-March 2020 due to Covid-19 precautions. Truman's home was also closed, but the farm grounds remained open. At the Gateway Arch NP, Tram Rides to the top of the Arch resumed on September 1, 2020 but the Old Courthouse remains closed for renovations.

# Airport Throughput by State

October 2023

Month  
October 2023

State 1  
Missouri

State 2  
Tennessee

State 3  
Wisconsin



MO State Throughput  
October 2023

1.2M

MOM  
▲ 3.7%

YOY  
▲ 11.7%

vs 2019  
▲ 1.7%

## Competitive Set Throughput

Last 6 months, vs the same months in 2019

	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23
Missouri	-2%	1%	3%	0%	4%	2%
Tennessee	18%	18%	20%	15%	21%	21%
Wisconsin	-14%	-13%	-11%	-8%	-6%	-4%
USA	0%	1%	2%	-1%	5%	5%

## Throughput by State of Departure

October 2023 vs the same month in 2022

Throughput YOY %CH  
-100% 100%

## Throughput: State of Missouri

7 day moving average trend

2023  
2022  
2021  
2020

